

storing a timing signal and viewer interest identification data specifying a plurality of different viewer interests;

controlling said computer a first time based on a comparison of said timing signal or said viewer interest identification data to other data, said first step of controlling comprising:

- (1) inputting into said computer further data designating a viewer interest of said plurality of different viewer interests or a time;
- (2) selecting a plurality of signals, each selected signal including data, mass medium program information content, or a control signal respecting said viewer interest; and
- (3) storing each selected signal at a storage location;

controlling said computer a second time based on said comparison, said second step of controlling comprising:

- (1) selecting one or more computer programming instructions;
- (2) generating mass medium program information content in respect to a second viewer interest of said plurality of different viewer interests; and
- (3) preparing to communicate said generated mass medium program information content upon instruction;

controlling said computer a third time based on said timing signal or said comparison, said third step of controlling comprising:

- (1) selecting a portion of said mass medium program  
information content;
- (2) selecting a location; and
- (3) communicating said selected mass medium program  
information content to said selected location; and

presenting to a subscriber at a controlled time said mass medium program with said generated mass medium program information content, with said mass medium program and said generated mass medium program information content being outputted to said subscriber either as a combined or sequential presentation at an output device or as parallel presentations at a plurality of output devices.

7. (Unchanged) A method of generating and delivering an individualized mass medium program presentation at a receiver station, said receiver station having a receiver for receiving a mass medium program signal, a computer for generating and communicating information, and one or more output devices operatively connected to said receiver and said computer for delivering to a viewer a mass medium program and computer information, with said computer comprising one or more data storage locations, said method comprising the steps of:

storing a timing signal and a plurality of identification signals specifying different viewer interests;

controlling said computer a plurality of times, each time based on a comparison of said timing signal or identification signals to other data, said first step of controlling comprising each time:

(1) inputting further data designating a viewer interest of said  
different viewer interests or a time;

(2) selecting a signal, each selected signal including data,  
information content, or a control signal respecting a  
mass medium program; and

(3) storing each selected signal at a storage location,  
some of said selected stored signals designating said different viewer interests;  
controlling said computer based on said comparison, said second step of  
controlling comprising:

(1) selecting one or more computer programming instructions;

(2) generating mass medium program information content with  
respect to a second viewer interest; and

(3) preparing to communicate said generated mass medium  
program information content upon instruction;  
controlling said computer based on said timing signal or said comparison, said  
third step of controlling comprising:

(1) selecting a portion of said mass medium program  
information content;

(2) selecting a location; and

(3) communicating said selected mass medium program  
information content to said selected location; and  
presenting to a subscriber at a controlled time said mass medium program with  
said generated mass medium program information content, with said mass medium

program and said generated mass medium program information content being outputted to said subscriber either as a combined or sequential presentation at an output device or as parallel presentations at a plurality of output devices.

8. (Unchanged) A method of generating and delivering an individualized mass medium program presentation at a receiver station, said receiver station having a receiver for receiving a mass medium program signal, a computer for generating and communicating information, and one or more output devices operatively connected to said receiver and said computer for delivering to a viewer a mass medium program and computer information, with said computer comprising one or more data storage locations, said method comprising the steps of:

storing a timing signal and identification data, each identification datum specifying a plurality of different viewer interests;

controlling said computer a first time based on a comparison of said timing signal or identification data to other data, said first step of controlling comprising:

- (1) inputting to said computer data designating a viewer interest of said plurality of different viewer interests or a time;
- (2) selecting a first signal, each selected first signal including data, information content, or a control signal respecting a mass medium program presentation; and
- (3) storing each selected first signal at a storage location;

controlling said computer a second time based on said comparison, said second step of controlling comprising:

- (1) inputting data designating a second viewer interest of said plurality of different viewer interests or a time;
- (2) selecting a second signal, each selected second signal including information content or a control signal respecting a mass medium program presentation; and
- (3) communicating each selected second signal to a processor and a storage location;

controlling said computer a third time based on said comparison, said third step of controlling comprising:

- (1) inputting data designating a third viewer interest or a time;
- (2) selecting a third signal, each selected third signal including mass medium program information content and a control signal; and
- (3) communicating each selected third signal to a processor and an output device;

presenting to a subscriber said mass medium program with said mass medium program information content, with said mass medium program and said said mass medium program information content being outputted to said subscriber either as a combined or sequential presentation at an output device or as parallel presentations at a plurality of output devices.

9. (Unchanged) A method of generating and delivering an individualized mass medium program presentation at a receiver station, said receiver station having a receiver for receiving a mass medium program signal, a computer for generating and communicating information, and one or more output devices operatively connected to said receiver and said computer for delivering to a viewer a mass medium program and computer information, with said computer comprising one or more data storage locations, said method comprising the steps of:

storing a timing signal and signal identification data designating a specific signal type;

controlling said computer a first time based on a comparison of said timing signal or said signal identification data to other data, said first step of controlling comprising:

- (1) selecting a first signal, each selected first signal including data, information content, or a control signal respecting a mass medium program presentation; and

- (2) storing each selected first signal at a storage location;

controlling said computer a second time based on said comparison, said second step of controlling comprising:

- (1) selecting a second signal, each selected second signal including information content or a control signal respecting a mass medium program presentation; and

- (2) communicating each selected second signal to a processor  
or an output device;

controlling said computer a third time based on said comparison, said third step of controlling comprising:

- (1) identifying a third signal, each identified third signal being  
a control signal designating a signal type; and
- (2) communicating each identified third signal to a processor  
and an output device;

controlling said computer a fourth time based on said comparison, said fourth step of controlling comprising:

- (1) selecting a first signal or said timing signal; and
- (2) generating or communicating some mass medium program  
information content in response to a control signal;  
and

presenting to a subscriber a mass medium program with said mass medium program information content, with said mass medium program and said mass medium program content information content being outputted to said subscriber either as a combined or sequential presentation at an output device or as parallel presentations at a plurality of output devices.

10. (Unchanged) A method of generating and delivering an individualized mass medium program presentation at a receiver station, said receiver station having a receiver for receiving a mass medium program signal, a computer for generating and communicating information, and one or more output devices operatively connected to

said receiver and said computer for delivering to a viewer a mass medium program and computer information, with said computer comprising one or more data storage locations, said method comprising the steps of:

storing a timing signal and a plurality of a first data, each first datum designating a different type of signal;

controlling said computer one or more times based on a comparison, said first step of controlling comprising:

- (1) selecting a first signal, each selected first signal including data, information content, or a control signal respecting a mass medium program presentation; and

- (2) storing each selected first signal at a storage location;

controlling said computer based on said comparison, said second step of controlling comprising:

- (1) selecting a second signal, each selected second signal including information content or a control signal respecting a mass medium program presentation; and

- (2) communicating each selected second signal to a processor or an output device;

controlling said computer based on said comparison, said third step of controlling comprising:



- (1) identifying a third signal, each identified third signal being  
a control signal designating a signal type; and
- (2) communicating each identified third signal to a processor  
or an output device;

controlling said computer based on said comparison, said fourth step of  
controlling comprising:

- (1) selecting a first signal or a timing signal; and
- (2) generating or communicating some mass medium program  
information content in response to a control signal;  
and

presenting to a subscriber a mass medium program with said mass medium  
program information content, with said mass medium program and said mass medium  
program information content being outputted to said subscriber either as a combined or  
sequential presentation at an output device or as parallel presentations at a plurality of  
output devices.

11. (Unchanged) A method of providing data of interest to a receiver station  
from a remote data source, said data of interest for use at the receiver station in  
generating or outputting a receiver specific datum, said method comprising the steps of:  
storing data at said remote data source;  
receiving at said remote data source a query from said receiver station;  
transmitting said data from said remote data source to said receiver station in  
response to said step of receiving said query, said receiver station selecting and storing  
some of said transmitted data;

transmitting from a second remote source to said receiver station a signal which controls said receiver station to select and process an instruct signal which is effective at said receiver station to coordinate presentation of said data with a separate predetermined presentation sequence.

12. (Unchanged) A method of communicating subscriber station information from a subscriber station to one or more remote data collection stations, said method comprising the steps of:

inputting a viewer's or participant's reaction at a subscriber station;

receiving at said subscriber station information that designates an instruct signal to process or an output to deliver in consequence of subscriber input;

determining the presence of said subscriber input at said subscriber station by processing said viewer's or participant's reaction;

processing an instruct signal which is effective to coordinate presentation of data with a separate predetermined presentation sequence at said subscriber station in consequence of said step of determining; and

transferring from said subscriber station to one or more remote data collection stations an indication confirming delivery of said instruct signal based on said step of processing or confirming delivery.

13. (Unchanged) The method of claim 12, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to receive one or more specific mass medium programs, data, news items, or computer control instructions; and

receiving one or more specific mass medium programs, data, news items, or computer control instructions in accordance with said instruction.

14. (Unchanged) The method of claim 12, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to process or present one or more mass medium programs, data, news items, or computer control instructions in a specific fashion; and processing or presenting one or more specific mass medium programs, data, news items, or computer control instructions in accordance with said instruction.

15. The method of claim 12, wherein said information that designates a specific subscriber input or said instruct signal is detected in an information transmission from a data or programming source, said method further comprising the steps of:

programming a processor to respond to information communicated from a data or programming source;

receiving an information transmission from a data or programming source;

inputting at least some of said information transmission to a control signal detector;

detecting data or an instruct signal in said information transmission; and

passing said detected data or instruct signal to said processor.

16. (Unchanged) A method of controlling a remote intermediate transmitter station to communicate data to one or more receiver stations, with said remote intermediate transmitter station including a broadcast or cablecast transmitter, a plurality of selective transfer devices each operatively connected to said broadcast or cablecast

transmitter, a data receiver, a control signal detector, and a controller or computer capable of controlling one or more of said selective transfer devices, said remote intermediate transmitter station adapted to detect one or more control signals, to control the communication of said data, and to deliver said data to said broadcast or cablecast transmitter, said method comprising the steps of:

- (1) receiving said data to be transmitted by the remote intermediate transmitter station and delivering said data to a data transmitter, said data comprising an instruct signal which is effective at the receiver station to coordinate presentation of said data with a separate predetermined presentation sequence;
- (2) receiving said one or more control signals which at the remote intermediate transmitter station operate to control the communication of said data; and
- (3) transmitting said one or more control signals from said data transmitter before a specific time.

17. (Unchanged) The method of claim 16, wherein said specific time is a scheduled time of transmitting said data at said remote intermediate transmitter station or said one or more control signals are effective at the remote intermediate transmitter station to control one or more of said plurality of selective transmission devices at different times.

18. (Unchanged) The method of claim 16, further comprising the step of embedding a specific one of said one or more control signals in said data before transmitting said data to said remote intermediate transmitter station.

19. (Unchanged) A method of controlling a receiver station including the steps of:

- detecting the presence or absence of a broadcast or cablecast control signal;
- inputting an instruct-to-react signal to a processor based on said step of detecting;
- controlling said processor to output specific information in response to said step of inputting; and
- coordinating presentation of data with a separate predetermined presentation sequence based on information received from said processor based on said step of controlling.

20. (Unchanged) The method of claim 19, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

- inputting said instruct-to-react signal directly to said processor.

21. (Unchanged) The method of claim 19, wherein said processor processes a datum designating a television channel or a television program, said method further having one step of the group consisting of:

- controlling a tuner to tune a receiver to receive the television channel or television program designated by said processed datum;

- controlling a selective transmission device to input to a control signal detector at least some portion of the television channel or television program designated by said processed datum;

- controlling a control signal detector to search for one or more control signals in the television channel or television program designated by said processed datum;

controlling a selective transmission to input to a computer control signals detected in the television channel or television program designated by said processed datum;

controlling a computer to respond to control signals detected in the television channel or television program designated by said processed datum;

controlling a television monitor to display video or audio contained in the television channel or television program designated by said processed datum;

controlling a video recorder to record or play video or audio contained in the television channel or television program designated by said processed datum; and

controlling a selective transmission device to communicate to a video recorder or a television monitor the television channel or television program designated by said processed datum.

22. (Unchanged) The method of claim 19, wherein said processor processes a datum designating one or more specific channels of a multichannel cable or broadcast signal, said method further having one step of the group consisting of:

controlling a tuner to tune a converter to receive the one or more specific channels designated by said processed datum;

controlling a selective transmission device to input to a control signal detector at least some portion of the one or more specific channels designated by said processed datum;

controlling a control signal detector to search for one or more control signals in the one or more specific channels designated by said processed datum;

controlling a selective transmission to input to a computer control signals detected in the one or more specific channels designated by said processed datum;

controlling a computer to respond to control signals detected in the one or more specific channels designated by said processed datum;

controlling a television monitor to display video or audio contained in the one or more specific channels designated by said processed datum;

controlling a video recorder to record or play video or audio contained in the one or more specific channels designated by said processed datum; and

controlling a selective transmission device to communicate to a storage device or an output device the one or more specific channels designated by said processed datum.

23. (Unchanged) A method of controlling a receiver station, said receiver station having a processor for passing and executing instructions and a clock operatively connected to said processor for inputting a timing signal, said method comprising the steps of:

receiving a broadcast or cablecast transmission;

demodulating said broadcast or cablecast transmission to detect an information transmission therein, said information transmission comprising an instruct signal which is effective to coordinate presentation of said with a separate predetermined presentation sequence;

detecting said instruct signal in said information transmission and passing said instruct signal to said processor;

delaying, under processor control, passing said instruct signal to a controllable apparatus;

passing said instruct signal to said controllable apparatus based on a timing signal; and

controlling said controllable apparatus based on said instruct signal.

24. (Unchanged) The method of claim 23, further comprising the steps of:  
detecting a timing signal in said information transmission;  
passing said timing signal to said clock; and  
timing, under control of said clock, the passing of said instruct signal based on  
said timing signal.

25. (Unchanged) A method of communicating data and update material to  
one or more mass medium programming receiver stations each of which includes a  
broadcast or cablecast data receiver, a data storage device, a control signal detector, a  
computer capable of processing data, said receiver stations adapted to detect and respond  
to one or more instruct signals and to store data for subsequent processing, said method  
comprising the steps of:

- (1) receiving said data to be transmitted and delivering the data to a  
transmitter;
- (2) receiving said one or more instruct signals which at the receiver station are  
effective to coordinate presentation of said data with a separate predetermined  
presentation sequence;
- (3) transferring said one or more instruct signals to a transmitter; and
- (4) transmitting an information transmission comprising said data and said  
one or more instruct signals.

26. (Unchanged) The method of claim 25, wherein some identification data or  
said one or more instruct signals are embedded in a television signal containing said data.



27. (Unchanged) The method of claim 25, wherein said step of transmitting directs said broadcast or cablecast transmission to a plurality of receiver stations at the same time and each of said plurality of receiver stations receives or responds to said one or more instruct signals concurrently.

28. (Unchanged) The method of claim 25, wherein said step of transmitting directs said broadcast or cablecast transmission to a plurality of receiver stations at different times and each of said plurality of receiver stations responds to said one or more instruct signals at a different time.

29. (Unchanged) The method of claim 25, further comprising the steps of receiving  
  
said data at a receiver in the transmitter station, communicating said data from said receiver to a memory location, and storing said unit at said memory location for a period of time prior to communicating said unit to a transmitter.

*Please add the following new claims.*

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30. (New Claim) A method of generating and delivering an individualized mass medium program presentation comprising mass medium program content and receiver station program information content at a receiver station, said receiver station having a receiver for receiving a mass medium program signal, a computer for generating and communicating information, and

one or more output devices operatively connected to said receiver and said computer for delivering to a viewer said presentation, with said computer comprising one or more data storage locations, said method comprising the steps of:

storing a timing signal specifying a time or a series of times;  
controlling said computer a first time based on said timing signal, said first step of controlling comprising:

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- (1) making a comparison between stored identification data designating a viewer interest and received data including timing data;
  - (2) selecting a portion of said received data based on said comparison; and
  - (3) storing said selected portion at a one of said one or more storage locations;

controlling said computer a second time based on said timing signal, said second step of controlling comprising:

- (1) selecting one or more computer programming instructions;
- (2) generating or retrieving receiver station program information content based on said selected portion of data and in accordance with said instructions; and
- (3) preparing to communicate said receiver station program information content;

controlling said computer a third time based on said timing signal; said third step of controlling comprising:

- (1) selecting some of at least one of said mass medium program content and said receiver station program information content;

- (2) selecting one or more output devices;
- (3) communicating said selected content to said selected one or more output devices;

thereby presenting to a subscriber at a controlled time an individualized mass medium program with mass medium program content and receiver station program information content, said mass medium program content and said receiver station program information content being outputted to said subscriber either as a combined or sequential presentation at an output device or as parallel presentations at a plurality of output devices.

31. (New Claim) An apparatus for coordinating a programming presentation at a mass medium program receiver station comprising:

a first output device for outputting to a subscriber at least some of a mass medium program;

a storage device for storing a timing control signal, said timing control signal comprising a datum designating a time (a) to obtain from a remote station some information to be processed for subsequent output in coordination with said mass medium program or (b) to select some information associated with a coordinated programming presentation when received from a remote station;

a processor operatively connected to said storage device for receiving from said remote station one or more codes or identification data that designate one or more outputs to coordinate with said mass medium program;

a receiver operatively connected to said processor for receiving a sequence of instructions which are effective to control the presentation of coordinated output;

a controller or computer operatively connected to said receiver section for controlling or communicating information to an output device; and

a second output device operatively connected to said controller or computer for presenting said one or more outputs coordinated with said mass medium program.

32. (New Claim) A method of delivering an individualized mass medium program presentation comprising mass medium program content and receiver station program information content at a receiver station, said receiver station having a receiver for receiving a mass medium program signal, a computer for processing and communicating information, and one or more output devices operatively connected to said receiver and said computer for delivering to a subscriber said presentation, with said computer comprising one or more data storage locations, said method comprising the steps of:

receiving a plurality of timing signals or a timing signal specifying a series of times;

detecting the presence of an instruct-to-coordinate signal received from a remote station or from a mass medium program source, said instruct-to-coordinate signal designating a specific one of said plurality of timing signals or a specific one of said series of times;

selecting at a first controlled time one or more data to serve as a basis for some of said individualized mass medium program presentation; and subsequently

outputting to said subscriber at a second controlled time in the course of a mass medium program presentation processed information of said selected one or more data, at least one of said first controlled time and said second controlled time being in response to said instruct-to-coordinate signal and said processed

information of said selected one or more data being outputted either as combined or sequential output with said mass medium program or at a first of said one or more output devices concurrently with said mass medium program outputted at a second of said one or more output devices.

33. (New Claim) An apparatus for providing a coordinated programming presentation at a mass medium program receiver station comprising:

a first receiver for receiving a mass medium program at said mass medium program receiver station;

a first output device for outputting said mass medium program;

a first processor for receiving from a remote station or from a mass medium program source an instruct-to-coordinate signal that designates one or more data to select and input to a second processor;

a second receiver operatively connected to said first processor for receiving said one or more data, said one or more data being associated with said coordinated programming presentation, and communicating said data to said second processor at a specific time;

said second processor operatively connected to said second receiver for processing said designated data to output coordinated presentation content; and

a second output device operatively connected to said second processor for outputting said coordinated presentation content.

34. (New Claim) A method of delivering an individualized mass medium program presentation at a receiver station, said receiver station having at least one receiver for receiving mass medium program signals, a computer for processing and communicating information, and one or more output devices operatively connected to said receiver and said computer for delivering to a

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subscriber said presentation, with said computer comprising one or more data storage locations, said method comprising the steps of:

receiving data to be processed or communicated in response to an instruct-to-coordinate signal;

detecting the presence of said instruct-to-coordinate signal received from a remote station or from a mass medium program source, said instruct-to-coordinate signal designating one or more mass medium programs to be coordinated;

selecting in response to said instruct-to-coordinate signal one or more of said received data to serve as a basis for some of said individualized mass medium program presentation; and subsequently

outputting to said subscriber processed information of said selected one or more data in the course of the presentation of said one or more mass medium programs, said processed information of said selected one or more data being outputted at one of said one or more output devices either as a combined or sequential output with said one or more mass medium programs or at a first of said one or more output devices concurrently or sequentially with said one or more mass medium programs outputted at a second of said one or more output devices.

35. (New Claim) A method of providing data of interest to a receiver station from a remote data source, said data of interest for use at the receiver station in generating or outputting a receiver specific datum, said method comprising the steps of:

storing data at said remote data source;

receiving at said remote data source a query from said receiver station;

transmitting said data from said remote data source to said receiver station in response to said step of receiving said query, said receiver station selecting and storing some of said transmitted data;

transmitting from a second remote source to said receiver station a signal which controls said receiver station to select and process an instruct signal which is effective at said receiver station to coordinate two predetermined sequences, at least one of which is based on said selected data.

36. (New Claim) A method of communicating subscriber station information from a subscriber station to one or more remote data collection stations, said method comprising the steps of:

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- (1) inputting a viewer's or participant's reaction at said subscriber station;
  - (2) receiving at said subscriber station at least one datum that designates an instruct signal to process or an output to deliver in consequence of subscriber input;
  - (3) determining the presence of said subscriber input at said subscriber station by processing said viewer's or participant's reaction;
  - (4) processing said information and coordinating two predetermined sequences at said subscriber station in consequence of said step of determining; and
  - (5) transferring from said subscriber station to said one or more remote data collection stations an indication confirming execution of said step of processing.

37. (New Claim) The method of claim 36, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to receive one or more specific mass medium programs, data, news items, or computer control instructions; and

receiving said one or more specific mass medium programs, data, news items, or computer control instructions in accordance with said instruction.

38. (New Claim) The method of claim 36, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to process or present one or more mass medium programs, data, news items, or computer control instructions in a specific fashion; and

processing or presenting said one or more specific mass medium programs, data, news items, or computer control instructions in accordance with said instruction.

39. (New Claim) The method of claim 36, wherein said information that designates an instruct signal to process or an output to deliver is detected in an information transmission from a data or programming source, said method further comprising the steps of:

programming a processor to respond to information communicated from said data or programming source;

receiving an information transmission from said data or programming source;

inputting at least some of said information transmission to a control signal detector;

detecting data or an instruct signal in said information transmission; and

passing said detected data or instruct signal to said processor.

40. (New Claim) A method of controlling a remote intermediate data transmitter station to communicate data to one or more receiver stations, with



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said remote intermediate data transmitter station including a broadcast or cablecast transmitter for transmitting one or more signals which are effective at a receiver station to instruct a computer or processor, a plurality of selective transfer devices each operatively connected to said broadcast or cablecast transmitter for communicating data, a data receiver for receiving at least one instruct signal, a control signal detector, and a controller or computer capable of controlling one or more of said selective transfer devices, and with said remote intermediate data transmitter station adapted to detect the presence of one or more control signals, to control the communication of said at least one instruct signal in response to said one or more control signals, and to deliver at its broadcast or cablecast transmitter said at least one instruct signal, said method comprising the steps of:

(1) receiving an instruct signal to be transmitted by the remote intermediate data transmitter station and delivering said instruct signal to at least one origination transmitter, said instruct signal being effective at a receiver station to coordinate two predetermined sequences;

(2) receiving one or more control signals which at the remote intermediate data transmitter station operate to control the communication of said instruct signal; and

(3) transmitting said one or more control signals from said at least one origination transmitter before a specific time.

41. (New Claim) The method of claim 40, further comprising the step of embedding one of said one or more control signals in an information transmission containing said instruct signal before transmitting said instruct signal to said remote transmitter station.

42. (New Claim) The method of claim 40, wherein one of (1) said specific time is a scheduled time of transmitting (a) said instruct signal or (b) some information associated with said instruct signal from said remote intermediate data transmitter station and (2) said one or more control signals are effective at said remote intermediate data transmitter station to control one or more of said plurality of selective transfer devices at different times.

43. (New Claim) A method of controlling a receiver station including the steps of:

detecting one of the presence and absence of a broadcast or cablecast control signal;

inputting an instruct-to-react signal to a processor based on said step of detecting;

controlling said processor to output specific information in response to said step of inputting ; and

coordinating two predetermined sequences on the basis of information received from said processor based on said step of controlling .

44. (New Claim) The method of claim 43, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

inputting said instruct-to-react signal directly to said processor.

45. (New Claim) The method of claim 43, wherein said processor processes a datum designating a television channel or a television program or one or more specific channels of a multichannel cablecast or broadcast transmission, said method further having one step of the group consisting of:

controlling a tuner to tune a receiver or converter to receive said television channel or said television program or said one or more specific channels designated by said processed datum;

controlling a selective transfer device to input to a control signal detector at least some portion of said television channel or said television program or said one or more specific channels designated by said processed datum;

controlling a control signal detector to search for one or more control signals in said television channel or said television program or said one or more specific channels designated by said processed datum;

controlling a selective transfer device to input to a computer control signals detected in said television channel or said television program or said one or more specific channels designated by said processed datum;

controlling a computer to respond to control signals detected in said television channel or said television program or said one or more specific channels designated by said processed datum;

controlling a television monitor to display video or audio contained in said television channel or said television program or said one or more specific channels designated by said processed datum;

controlling a video recorder to record or play video or audio contained in said television channel or said television program or said one or more specific channels designated by said processed datum; and

controlling a selective transfer device to communicate to a video recorder or a television monitor said television channel or said television program or said one or more specific channels designated by said processed datum.

46. (New Claim) A method of controlling a receiver station, said receiver station having a processor for passing and executing instructions and a clock operatively connected to said processor for inputting a timing signal, said method comprising the steps of:

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- receiving a broadcast or cablecast transmission;
  - demodulating said broadcast or cablecast transmission to detect an information transmission thereon, said information transmission comprising an instruct signal which is effective to coordinate two predetermined sequences;
  - detecting said instruct signal on said information transmission and passing said instruct signal to said processor;
  - delaying, under processor control, the passing of said instruct signal to a controllable apparatus;
  - passing said instruct signal to said controllable apparatus on the basis of a timing signal; and
  - controlling said controllable apparatus based on said instruct signal.

47. (New Claim) A method of controlling at least one of a plurality of receiver stations each of which includes a broadcast or cablecast receiver, a processor, a signal detector, said signal detector adapted to detect signals within a broadcast or cablecast transmission, and said processor programmed to respond to detected signals communicated from said detector, and said method comprising the steps of:

- (1) receiving at a broadcast or cablecast transmitter station a first instruct signal which is effective at said at least one of a plurality of receiver stations to coordinate two predetermined sequences;
- (2) transferring said first instruct signal to a first transmitter;

(3) receiving one or more first control signals at said transmitter station, said control signals addressing said first instruct signal to said processor of at least one specific receiver station; and

(4) transferring said one or more first control signals to one of said first transmitter and a second transmitter, said transmitter station broadcasting or cablecasting said first instruct signal and said one or more first control signals to said plurality of receiver stations.

48. (New Claim) The method of claim 47, wherein at least one of said first instruct signal and said one or more first control signals are embedded in the non-visible portion of a television signal.

49. (New Claim) The method of claim 47, wherein a switch communicates signals selectively between a receiver and one of a memory or recorder and said transmitter, said method further comprising one from the group consisting of:

detecting a second control signal which is effective at the transmitter station to cause communication;

determining a specific signal source from which to communicate at least one of said instruct signal and said first control signals to said transmitter;

controlling said switch to communicate at least one of said instruct signal and said first control signals to said transmitter in response to a second control signal which is effective at the transmitter station to instruct communication;

controlling said switch to communicate at least one of said instruct signal and said first control signals from a selected signal source; and

controlling said switch to communicate to said memory or recorder at least one of said instruct signal and said first control signals.

50. (New Claim) The method of claim 47, wherein a controller controls a switch to communicate to said transmitter a selected signal, further comprising one from the group consisting of:

detecting a second control signal which is effective at the transmitter station to cause transmission;

inputting to said controller a second control signal which is effective to control said switch;

controlling said switch to communicate at least one of said instruct signal and said first control signals according to a transmission schedule;

controlling said switch to communicate from a specific one of a plurality of signal sources; and

controlling said switch to communicate at least one of said instruct and said first control signals to a selected one of a plurality of transmitters.

51. (New Claim) The method of claim 47, further comprising one from the group consisting of:

transmitting to a receiver station one or more data that designate a time or a channel of transmission of said instruct signal; and

transmitting to a receiver station one or more data that specify the title of or some subject matter contained in a unit of mass medium programming or data associated with said instruct signal; and

transmitting to a receiver station a second control signal to cause said receiver station to tune to a broadcast or cablecast transmission containing a specific instruct signal.

52. (New Claim) The method of claim 47, wherein said one or more first control signals further comprise downloadable executable code targeted to said processor at one or more of said plurality of receiver stations, said

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downloadable executable code programming the way or method in which said at least one processor responds to said instruct signal.

53. (New Claim) The method of claim 47, wherein at least one receiver station is adapted to detect the presence of said one or more first control signals or programmed to respond to said instruct signal on the basis of the location of a signal in an information transmission, said method further comprising the step of causing at least some of said control signal or instruct signal to be transmitted in said location.

54. (New Claim) The method of claim 43, wherein a first of said two predetermined sequences includes a sequence of mass medium program content and a second of said predetermined sequences includes a series of computer outputs from a receiver station computer.

55. (New Claim) The method of claim 54, wherein an instruct-to-coordinate signal causes said receiver station to commence outputting said sequence of mass medium program content.

56. (New Claim) The method of claim 55, wherein a third predetermined sequence includes a series of instructions and said instruct-to-coordinate signal causes said receiver station to commence inputting said instructions to said computer.

57. (New Claim) The method of claim 54, wherein an instruct-to-coordinate signal causes said receiver station to generate at least some of two or more images from said series of computer outputs.

58. (New Claim) The method of claim 54, wherein an instruct-to-coordinate signal causes said computer to output at least a first of said series of computer outputs.

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59. (New Claim) The method of claim 54, wherein said sequence of mass medium program content includes only some of a television program and said series of computer outputs includes a balance of said television program.

60. (New Claim) The method of claim 59, wherein said only some of said television program includes only some of a series of video images of said television program, and said series of computer outputs includes the balance of said series of video images.

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61. (New Claim) The method of claim 59, wherein said series of computer outputs includes a receiver specific datum and said receiver station presents an individualized television program.

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62. (New Claim) The method of claim 59, wherein said sequence of mass medium program content is received at said receiver station in a television signal, said method further comprising the steps of:

detecting an instruct-to-generate signal in said television signal; and  
generating at least some of said series of computer outputs in response to said instruct-to-generate signal.

63. (New Claim) The method of claim 56, wherein said third predetermined sequence is detected in an analog television signal.

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64. (New Claim) The method of claim 56, wherein said third predetermined sequence is detected in a digital television signal .

65. (New Claim) The method of claim 46, wherein a first of said predetermined sequences includes a sequence of mass medium program content and a second of said predetermined sequences includes a series of a computer outputs from a receiver station computer.



66. (New Claim) The method of claim 65, wherein said instruct signal causes said receiver station to commence outputting said sequence of mass medium program content.

67. (New Claim) The method of claim 66, wherein a third predetermined sequence includes a series of instructions and said instruct signal causes said receiver station to commence inputting said instructions to said computer.

68. (New Claim) The method of claim 65, wherein said instruct signal causes said receiver station to generate at least some of two or more images of said series of computer outputs.

69. (New Claim) The method of claim 65, wherein said instruct signal causes said computer to output at least a first of said series of computer outputs.

70. (New Claim) The method of claim 65, wherein said sequence of mass medium program content includes only some of a television program and said series of computer outputs includes a balance of said television program.

71. (New Claim) The method of claim 70, wherein said only some of said television program includes only some of a series of video images of said television program, and said series of computer outputs includes the balance of said series of video images.

72. (New Claim) The method of claim 70, wherein said series of computer outputs includes a receiver specific datum and said receiver station presents an individualized television program.

73. (New Claim) The method of claim 70, wherein said sequence of mass medium program content is received at said receiver station in a television signal, said method further comprising the steps of:

detecting an instruct-to-generate signal in said television signal;  
and  
generating at least some of said series of computer outputs in  
response to said instruct-to-generate signal.

74. (New Claim) The method of claim 67, wherein said third  
predetermined sequence is detected in an analog television signal.

75. (New Claim) The method of claim 67, wherein said third  
predetermined sequence is detected in a television signal.

76. (New Claim) The method of claim 47, wherein a first of said  
predetermined sequences coordinated at said at least one receiver station  
includes a sequence of mass medium program content and a second of said  
predetermined sequences includes a series of computer outputs.

77. (New Claim) The method of claim 76, further comprising the step  
of transmitting said sequence of mass medium program content to said at least  
one of a plurality of receiver stations.

78. (New Claim) The method of claim 77, further comprising the step  
of embedding said first instruct signal in an information transmission containing  
said sequence of mass medium program content.

79. (New Claim) The method of claim 78, wherein said first instruct  
signal is embedded in said information transmission before at least some of said  
sequence of mass medium program content is transmitted to said at least one of a  
plurality of receiver stations.

80. (New Claim) The method of claim 76, wherein said first instruct  
signal causes said receiver station to commence outputting at least some portion  
of one of said sequence of mass medium program content and said sequence of  
computer outputs, said method further comprising the step of transmitting a

second instruct signal which operates at said receiver station to deliver at an output device at least some of said series of computer outputs.

81. (New Claim) The method of claim 80, further comprising the step of embedding said second instruct signal in a signal containing at least some of said first predetermined sequence and said second predetermined sequence before transmitting said second instruct signal.

82. (New Claim) The method of 81, wherein said second instruct signal operates at said at least one of said plurality of receiver stations to generate at least some of said series of computer outputs.

83. (New Claim) A method at a receiver station of coordinating the processing of data and television programming to present a user specific output, said method comprising the steps of:

- selecting a datum of interest;
- storing the selected datum of interest;
- receiving a plurality of units of television programming at the receiver station;
- selecting one of the plurality of received units of television programming;
- outputting the selected unit of television programming at at least one output device at the receiver station;
- receiving a plurality of control signals;
- generating a user specific display based on the stored datum of interest;
- outputting the user specific display to the at least one output device to present the user specific output comprising the outputted unit of television

program and the outputted user specific display, at least one of said steps of generating and outputting the user specific display being performed in response to at least one of said received plurality of control signals.

84. (New Claim) A method of coordinating the output of a user specific output at a receiver station, said receiver station having a computer for generating a user specific output, a detector operatively connected to said computer, and at least one output device, said method comprising the steps of:

84. (New Claim) A method of coordinating the output of a user specific output at a receiver station, said receiver station having a computer for generating a user specific output, a detector operatively connected to said computer, and at least one output device, said method comprising the steps of:

selecting at least one datum of interest;

storing the selected at least one datum of interest;

receiving a digital information transmission containing (i) programming to be outputted in a television presentation and (ii) a control signal;

detecting the control signal in the digital information transmission;

generating the user specific output based on said stored selected at least one datum;

outputting to the at least one output device the generated user specific output based on said step of detecting, to present an output at the at least one output device including the user specific output.

85. (New Claim) The method of claim 84, wherein said step of receiving comprises the step of receiving television programming.

86. (New Claim) The method of claim 84, said at least one output device includes a display device, said method further comprising the step of displaying the received digital information transmission containing (i) programming to be outputted in a television presentation at the display device.

87. (New Claim) The method of claim 86 wherein said step of generating comprises the step of generating a user specific visual display based on said stored selected at least one datum.

88. (New Claim) The method of claim 87 wherein said step of outputting comprises the step of outputting to the display device the generated user specific visual display in response to said step of detecting to present an output on the display device including the programming to be outputted in a television presentation and the generated user specific visual display, said programming to be outputted in a television presentation and said generated display being outputted one of sequentially and in combination.

89. (New Claim) A method at a receiver station of coordinating the processing of data to present a user specific output, said method comprising the steps of:

selecting a datum of interest, said step of selecting comprising:

(a) storing at the receiver station an identification signal identifying the datum of interest;

(b) receiving from a remote data source a plurality of data including the datum of interest, each of said plurality of data comprising an identification signal and an information signal;

(c) comparing the identification signal of the datum of interest to the identification signals of each of the received data;

(d) selecting the datum of interest from the plurality of received data based on said step of comparing;

storing the selected datum of interest;

receiving a plurality of units of television programming at the receiver station;

selecting one of the plurality of received units of programming;

outputting the selected unit of programming on an output device at the receiver station;

receiving a plurality of control signals;

generating a user specific display based on at least the information signal of the stored datum of interest;

outputting the user specific display to the output device to present the user specific output comprising the outputted unit of television program and the outputted user specific display, at least one of said steps of generating and outputting the display being performed in response to at least one of said received control signals.

90. (New Claim) A method at a receiver station of coordinating the processing of data to present a user specific output, said method comprising the steps of:

receiving data in at least one information channel;

selecting at least a portion of said received data that is of interest to the user;

storing said selected at least said portion of said data;

receiving television programming and a control signal in said at least one information channel;

detecting the control signal in the at least one information channel;

generating a user specific graphic based on said stored selected at least said portion of said data;

outputting to a monitor the generated user specific graphic based on said step of detecting to present a visual display on the monitor comprising the user specific graphic.

91. (New Claim) The method of claim 90 wherein at least one of said steps of receiving comprises receiving said at least one information channel, said at least one information channel comprising a digital information transmission.

92. (New Claim) The method of claim 90 wherein at least one of said steps of receiving comprises the step of automatically querying a data service to

obtain at least one of said data, said television programming and said control signal.

93. (New Claim) The method of claim 90 wherein at least one of said steps of receiving comprises the step of receiving a first information transmission from one of a broadcast and a cablecast television transmission source, said first information transmission comprising a digital information channel.

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94. (New Claim) A method at a receiver station of coordinating the processing of data to present a user specific output, said method comprising the steps of:

storing identification information identifying data of interest to the user;  
receiving data over an information channel;  
comparing the received data to the stored identification information;  
selecting, based on said step of comparing, the data of interest to the user from the received data;  
storing said selected data;  
receiving an information transmission comprising television programming and a control signal;  
detecting the control signal in the information transmission;  
generating a user specific graphic based on said stored selected data;



outputting to a monitor the generated user specific graphic based on said step of detecting to present a visual display on the monitor including the user specific graphic.

95. (New Claim) A method at a receiver station of coordinating the processing of data to present a user specific output, said method comprising the steps of:

receiving one of a television broadcast and a television cablecast transmission, said transmission comprising television programming, data, and a control signal;

detecting the data in the transmission;

selecting at least a portion of said detected data that is of interest to the user;

storing said selected data;

detecting the control signal in the transmission;

generating a user specific graphic based on said stored selected data;

outputting to a monitor the generated user specific graphic based on said step of detecting to present a visual display on the monitor including the user specific graphic.

96. (New Claim) A method at a receiver station of coordinating the processing of data to present a user specific output, said method comprising the steps of:

storing identification information identifying data of interest to the user;  
receiving a plurality of information channels;  
scanning each of said channels;  
identifying one of said plurality of information channels containing the  
data of interest to the user;  
tuning to the identified channel;  
detecting the data of interest received on the identified channel;  
storing said detected data of interest;  
receiving at least one information transmission containing television  
programming and a control signal;  
detecting the control signal in the information transmission;  
generating a user specific graphic based on said stored selected data;  
outputting to a monitor the generated user specific graphic based on said  
step of detecting to present a visual display on the monitor including the user  
specific graphic.

97. (New Claim) A method at a receiver station of coordinating the  
processing of data to present a user specific output, said method comprising the  
steps of:

storing identification information identifying data of interest to the user;  
receiving a plurality of information channels, at least one of said channels  
containing data;

scanning each of said plurality of information channels;  
comparing the identification information to the data on each said scanned channel;  
identifying the channel containing the data of interest based on said step of comparing;  
tuning to the identified channel;  
detecting the data of interest received on the identified channel;  
storing said detected data of interest;  
receiving at least one information transmission containing television programming and a control signal;  
detecting the control signal in the at least one information transmission;  
generating a user specific graphic based on said stored selected data;  
outputting to a display device at the receiver station the generated user specific graphic based on said step of detecting.

98. (New Claim) A method at a receiver station of coordinating the processing of data and television programming to present a user specific output, said method comprising the steps of:

- selecting a datum of interest, said step of selecting comprising:
- (a) storing an identification signal at the receiver station identifying the datum of interest;
  - (b) querying a remote data source;

(c) receiving, in response to said step of querying, a plurality of data including the datum of interest from the remote data source, each of said plurality of data comprising an identification signal and an information signal;

(d) selecting the datum of interest from the plurality of received data;

storing the selected datum of interest;

receiving a plurality of units of television programming at the receiver station;

selecting one of the received plurality of units of television programming;

outputting the selected unit of television programming on an output device at the receiver station;

receiving a plurality of control signals;

generating a user specific display based on at least the information signal of the stored datum of interest;

outputting the user specific display to the output device to present the user specific output comprising the outputted unit of television programming and the outputted user specific display, at least one of said steps of generating and outputting the user specific display being performed based on at least one of said received plurality of control signals.

99. (New Claim) A method of providing data of interest to a receiver station from a remote data source, said data of interest for use at the receiver station in one of

generating and outputting at least one receiver specific datum, said method comprising the steps of:

storing data at said remote data source;

receiving at said remote data source a query from said receiver station;

transmitting said data from said remote data source to said receiver station in response to said step of receiving said query, said receiver station selecting and storing at least a portion of said transmitted data;

transmitting from a second remote source to said receiver station a signal which controls said receiver station to select and process an instruct signal which is effective at said receiver station to coordinate data processing with at least one of communication and presentation of television programming.

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100. (New Claim) A method of communicating subscriber station information from a subscriber station to at least one remote data collection station, said method comprising the steps of:

inputting a subscriber reaction at said subscriber station;

receiving at said subscriber station information that designates at least one of an instruct signal to process and an output to deliver in consequence of subscriber input;

determining the presence of said subscriber input at said subscriber station by processing said subscriber reaction;

processing an instruct signal which is effective to coordinate data processing with at least one of communication and presentation of television programming at said subscriber station in consequence of said step of determining; and

transferring from said subscriber station to at least one remote data collection station at least one datum at least one of confirming delivery of said instruct signal from said step of processing and confirming delivery of said effect from said step of processing.

101. (New Claim) The method of claim 100, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to receive at least one of specific mass medium programs, data, news items, and computer control instructions; and

receiving at least one of specific mass medium programs, data, news items, and computer control instructions in accordance with said instruction.

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102. (New Claim) The method of claim 100, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to process or present at least one mass medium programs, data, news items, or computer control instructions in a specific fashion; and

processing or presenting at least one of specific mass medium programs, data, news items, and computer control instructions in accordance with said instruction.

103. (New Claim) The method of claim 100, wherein said information that designates one of an instruct signal to process and an output to deliver in consequence of subscriber input is detected in an information transmission from one of a data source and a programming source, said method further comprising the steps of:

programming a processor to respond to information communicated from said one of a data source and a programming source;

receiving an information transmission from said one of a data source and a programming source;

inputting at least a portion of said information transmission to a control signal detector;

detecting one of data and an instruct signal in said information transmission; and passing said detected one of data and an instruct signal to said processor.

104. (New Claim) A method of controlling a remote intermediate television transmitter station to communicate television program material to at least one receiver station, said remote intermediate television transmitter station including one of a broadcast and a cablecast transmitter, a plurality of selective transfer devices each operatively connected to said one of a broadcast and a cablecast transmitter, a receiver for receiving television programming from at least one origination transmitter station, a control signal detector, and one of a controller and a computer capable of controlling at least one of said plurality of selective transfer devices, and with said remote television transmitter station adapted to detect the presence of at least one control signal, and to deliver at said one of a broadcast and a cablecast transmitter said television programming, said method comprising the steps of:

receiving said television programming at said at least one origination transmitter station and delivering said television programming to at least one origination transmitter, said television programming to have at least one associated instruct signal which is effective at the at least one receiver station to coordinate data processing with at least one of communication and presentation of said television programming;

receiving at least one control signal which at the remote intermediate television transmitter station operates to control the communication of at least one of said television programming and said at least one instruct signal; and  
transmitting said at least one control signal from said at least one origination transmitter before a specific time.

105. (New Claim) The method of claim 104, wherein said at least one control signal includes one of a code and a datum which operates at the remote intermediate television transmitter station to identify said at least one of said television programming and said at least one instruct signal, said method further comprising the step of:

transmitting a schedule which operates at the remote intermediate television transmitter station to communicate said at least one of said television programming and said at least one instruct signal to said at least one origination transmitter at said specific time.

106. (New Claim) The method of claim 104, further comprising the step of embedding a specific one of said at least one control signal in an information transmission containing said at least one of said television programming and said at least one instruct signal before transmitting said at least one of television programming and said at least one instruct signal to said remote intermediate television transmitter station.

107. (New Claim) The method of claim 104, wherein one of (i) said specific time is a scheduled time of transmitting said at least one of television programming and said at least one instruct signal at said remote intermediate television transmitter station and (ii) said at least one control signal is effective at the remote intermediate television



transmitter station to control at least one of said plurality of selective transfer devices at different times.

108. (New Claim) A method of controlling a receiver station including the steps of:

detecting one of the presence and absence of one of a broadcast and a cablecast control signal;

inputting an instruct-to-react signal to a processor based on said step of detecting one of the presence and absence of a control signal;

controlling said processor to output specific information in response to said step of inputting an instruct-to-react signal; and

coordinating data processing with communication or presentation of television programming on the basis of information received from said processor based on said step of controlling a processor.

109. (New Claim) The method of claim 108, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

bypassing said buffer and inputting said instruct-to-react signal directly to said processor.

110. (New Claim) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television program, said method further comprising the step of

controlling a tuner to tune a receiver to receive the television channel or television program designated by said processed datum.

111. (New Claim) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of

controlling a tuner to tune a converter to receive the at least one specific channel designated by said processed datum.

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112. (New Claim) A method of controlling a receiver station, said receiver station having a processor for passing and executing instructions and a clock operatively connected to said processor for inputting a timing signal, said method comprising the steps of:

receiving one of a broadcast and a cablecast transmission;

demodulating said one of a broadcast and a cablecast transmission to detect an information transmission thereon, said information transmission comprising an instruct signal which is effective to coordinate data processing with at least one of communication and presentation of television programming;

detecting said instruct signal on said information transmission and passing said instruct signal to said processor;

delaying, under processor control, the passing of said instruct signal to a controllable apparatus;

passing said instruct signal to said controllable apparatus on the basis of said timing signal; and

controlling said controllable apparatus based on said instruct signal.

113. (New Claim) A method of controlling at least one of a plurality of receiver stations each of which includes one of a broadcast and a cablecast mass medium programming receiver, at least one output device, a control signal detector, at least one processor capable of responding to an instruct signal, and with each said at least one of said plurality of receiver stations adapted to detect and respond to at least one instruct signal, said method comprising the steps of:

receiving at one of a broadcast and a cablecast transmitter station an instruct signal which is effective at said at least one of said plurality of receiver stations to coordinate data processing with at least one of communication and presentation of television programming and delivering the instruct signal to a transmitter;

receiving at said transmitter station at least one control signal which at the receiver station operates to communicate the instruct signal to a specific processor; and

transferring said at least one control signal to the transmitter, said transmitter transmitting the instruct signal and the at least one control signal.

114. (New Claim) The method of claim 113, wherein one of said instruct signal and identification data in respect of said instruct signal is embedded one of in a television signal and in a signal containing a television program.

115. (New Claim) The method of claim 113, wherein a switch communicates signals selectively from a receiver and one of a memory and a recorder to a transmitter, said method further comprising the step of:

detecting a first signal which is effective at the transmitter station to instruct communication.

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116. (New Claim) The method of claim 113, wherein a controller controls a switch to communicate to said transmitter one of a selected mass medium program and a control signal, said method further comprising the step of:

detecting a signal which is effective at the transmitter station to instruct transmission;

inputting to said controller a signal which is effective to control said switch;

controlling said switch to communicate one or more instruct signals according to a transmission schedule;

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controlling said switch to communicate a signal from a specific one of a plurality of instruct signal sources; and

controlling said switch to communicate an instruct signal to a selected one of a plurality of transmitters.

117. (New Claim) The method of claim 113, further comprising the step of:  
transmitting to a receiver station at least one datum that one of (i) designates one of a time and a channel of transmission of said instruct signal and (ii) specifies one of the title of and subject matter contained in a mass medium program associated with said instruct signal.

118. (New Claim) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television program, said method further comprising the step of controlling a selective transmission device to input to a control signal detector at least a portion of said one of a television channel and a television program designated by said processed datum.

119. (New Claim) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television program, said method further comprising the step of controlling a control signal detector to search for at least one control signal in the one of a television channel and a television program designated by said processed datum.

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120. (New Claim) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television program, said method further comprising the step of controlling a selective transmission device to input to a computer control signals detected in the one of a television channel and a television program designated by said processed datum.

121. (New Claim) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television program, said method further comprising the step of controlling a computer to respond to control signals detected in the one of a television channel and a television program designated by said processed datum.

122. (New Claim) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television program, said method further comprising the step of controlling a television monitor to display one of video and audio contained in the television channel or television program designated by said processed datum.

123. (New Claim) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television program, said method

further comprising the step of controlling a video recorder to one of record and play one of video and audio contained in the one of a television channel and television program designated by said processed datum.

124. (New Claim) The method of claim 108, wherein said processor processes a datum designating one of a television channel and a television program, said method further comprising the step of controlling a selective transmission device to communicate to one of a video recorder and a television monitor one of the television channel and the television program designated by said processed datum.

125. (New Claim) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of controlling a selective transmission device to input to a control signal detector at least some portion of the one or more specific channels designated by said processed datum.

126. (New Claim) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of controlling a control signal detector to search for one or more control signals in the one or more specific channels designated by said processed datum.

127. (New Claim) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of

controlling a selective transmission to input to a computer control signals detected in the one or more specific channels designated by said processed datum.

128. (New Claim) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of controlling a computer to respond to control signals detected in the one or more specific channels designated by said processed datum.

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129. (New Claim) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of controlling a television monitor to display video or audio contained in the one or more specific channels designated by said processed datum.

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130. (New Claim) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of controlling a video recorder to record or play video or audio contained in the one or more specific channels designated by said processed datum.

131. (New Claim) The method of claim 108, wherein said processor processes a datum designating at least one specific channel of one of a multichannel cable signal and a multichannel broadcast signal, said method further comprising the step of controlling a selective transmission device to communicate to a storage device or an output device the one or more specific channels designated by said processed datum.

132. (New Claim) The method of claim 113, wherein a switch communicates signals selectively from a receiver and one of a memory and a recorder to a transmitter, said method further comprising the step of determining a specific signal source from which to communicate a second signal to said transmitter.

133. (New Claim) The method of claim 113, wherein a switch communicates signals selectively from a receiver and one of a memory and a recorder to a transmitter, said method further comprising the step of controlling said switch to communicate a second signal to said transmitter in response to a first signal which is effective at the transmitter station to instruct communication.

134. (New Claim) The method of claim 113, wherein a switch communicates signals selectively from a receiver and one of a memory and a recorder to a transmitter, said method further comprising the step of controlling said switch to communicate a second signal from said selected signal source.

135. (New Claim) The method of claim 113, wherein a switch communicates signals selectively from a receiver and one of a memory and a recorder to a transmitter, said method further comprising the step of controlling said switch to communicate to said one of a memory and a recorder a first signal which is effective at the receiver station to instruct.

136. (New Claim) The method of claim 113, wherein a controller controls a switch to communicate to said transmitter one of a selected mass medium program and a control signal, said method further comprising the step of inputting to said controller a signal which is effective to control said switch.



137. (New Claim) The method of claim 113, wherein a controller controls a switch to communicate to said transmitter one of a selected mass medium program and a control signal, said method further comprising the step of controlling said switch to communicate at least one instruct signal according to a transmission schedule.

138. (New Claim) The method of claim 113, wherein a controller controls a switch to communicate to said transmitter one of a selected mass medium program and a control signal, said method further comprising the step of controlling said switch to communicate a signal from a specific one of a plurality of instruct signal sources.

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139. (New Claim) The method of claim 113, wherein a controller controls a switch to communicate to said transmitter one of a selected mass medium program and a control signal, said method further comprising the step of controlling said switch to communicate said instruct signal to a selected one of a plurality of transmitters.

140. (New Claim) The method of claim 113, further comprising the step of transmitting to said one of a plurality of receiver stations a control signal to cause said one of a plurality of receiver stations to tune to one of a broadcast and a cablecast transmission containing a specific instruct signal.

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141. (New Claim) The method of claim 89, wherein at least a multiplicity of said received plurality of control signals is inputted locally.

142. (New Claim) The method of claim 141, wherein said at least one of said plurality of control signals is inputted locally.